



FIRSTTM
CRM

**CUSTOMER
RELATIONSHIP
MANAGEMENT**



FIRSTTM CRM

START to ...

- » Unlock the real value and potential of your business,
- » Build your business around your customers,
- » Enhance your customers' loyalty and retention.



Overview

SALES TEAM MANAGEMENT

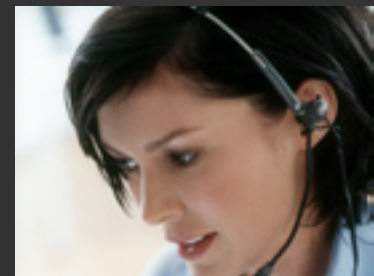
- Increase sales productivity through easy identification .
- Improves marketing efforts through 360-degree customer view.
- Safeguard and protect your valuable customer information during staff transition.
- Measure your business' progress via detailed sales forecasts.
- Better understanding of customer buying behaviour.
- Gauge your sales team's effectiveness by viewing the ratio of sales leads vs. closed sales.

CUSTOMER PROFILE & CONTACT MANAGEMENT

- Proper and effective management of customer and contacts information.
- Electronically capture, store and manage documents and correspondences.
- Reduce unproductive time spent on paperwork.
- Detailed information about your customers, competitors and suppliers.
- Fast and easy access to a wide range of critical customer information from a single consolidated source.

CUSTOMER SERVICE MANAGEMENT

- Develop the most important aspect of your business - customer service.
- Enhance service operation using flexible and robust workflow management.
- Effective information sharing between departments to resolve customers' issues at point of contact instead of giving them the runaround.
- Continuously discover areas in your business that need improvement.
- Reduce customers' waiting time by increasing service productivity.
- Retain and share business knowledge and information using the built-in Knowledge Base tool.



SALES TEAM MANAGEMENT



CUSTOMER'S BUSINESS

- the reason for your business existence

Features :-

- * **Faster and better response to sales leads.**
- * **Filter out genuine leads with sales funnel algorithms.**
- * **Convert more sales enquiries into actual invoicing.**
- * **Safeguard customer information during staff transition.**
- * **Adopt consistent policy and procedures throughout the department.**
- * **Provide forecast, monitoring and analysis for effective planning.**
- * **Reduce substantial time spend on unproductive paperwork.**

- Sales operation process workflow
- Safeguard customer information
- Define sales quota and monitor sales quota
- Define sales account assignments
- Opportunity closing
- Sales management, monitoring and closing
- Activity creation and update
- Opportunity monitoring
- Unique strategies for each customer grouping created
- Sales history tracking
- Sales personnel work scheduler
- Competitor profile
- Feedbacks from prospects / customer are recorded into the system
- Sales and Marketing campaigns
- Approval management
- Customer satisfactory level analysis
- Sales personnel creation
- Sales time cost
- Standardised business documents using the 'Document Generator' and document management
- Provision of chronological sales log, sales activity updates and sales reports on metrics
- Subordinate responsibility tracking
- E-Mail integration for sales and sales enquiry

CUSTOMER PROFILE & CONTACT MANAGEMENT



UNLOCK THE REAL VALUE OF YOUR BUSINESS

- by knowing your customers better and intimately

- * Complete & detailed customer contacts and information database.
- * Easy, fast and secure customer information retrieval.
- * Database marketing, prospecting, analysis and planning.
- * Deploy unique strategies for each customer grouping created.
- * Log all customer's activities, emails and correspondences.
- * Generate standardised business documents e.g. quotations / invoices.
- * Scheduling & calendar reminders for each customer.

Features :-

- Customer information
- Contact person for each customer
- Customer organization structure
- Unlimited note / reminder creation for customer
- Document attachment / filing for customer
- Activity Update for customer
- Time cost analysis for customer
- Contact person information
- Unlimited note / reminder creation for contact person
- Document attachment / filing for contact person
- Business card scanning for contact person
- Multiple searching capability for customer
- Multiple searching capability for contact person
- Multiple view of customer profile
- Multiple view of contact person
- Sales analysis
- Customer payment analysis
- Document mail merge
- Document scanning and filing tools
- Email integration
- Internal document filing system
- Employee daily work schedule
- Employee schedule monitoring
- Employee timesheet

CUSTOMER SERVICE MANAGEMENT



INVEST IN YOUR CUSTOMERS FOR REPEAT BUSINESS

- by adopting after-sales customer support

- * **Develop customer loyalty and trust.**
- * **Know the needs and expectation of your customers.**
- * **Respond quicker to support and complaint issues like never before.**
- * **Continuously discovering areas in your business that needs improvement.**
- * **Analyse trends and patterns from real time data.**
- * **Receive alerts and escalation of service issues.**
- * **Resolve issues at point of contact - stop giving your customers the run around.**

Features :-

- Service process workflow
- Define service responsibility
- Service agent creation
- Service incident creation
- Service incident assignment
- Service incident closing / resolution generation
- Incident monitoring
- Service history tracking
- Service level analysis
- Activity update for service incident
- Service appointment booking
- Integration with employee work scheduler
- Email integration for service enquiry
- Knowledgebase system
- Subordinate responsibility tracking
- Employee timesheet system
- Product cataloging
- Product service warranty
- Product health history
- Warranty expiry notification
- Product fault analysis
- Service time cost charges



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